

## WHAT IS CLAIMED IS:

1. A system for providing pharmaceutical information to physicians, the system comprising:  
a physician authentication module configured to authenticate that a user is a registered physician;  
a presentation hosting module configured to present a plurality of interactive presentations to users that  
5 have been authenticated by the physician authentication module, wherein each presentation is related to a prescription drug; and  
a data accumulation module configured to accumulate user responses to the interactive presentations.
2. The system of Claim 1, further comprising  
a presentation storage module storing the plurality of interactive presentations.
- 10 3. The system of Claim 1, further comprising  
an honorarium module configured to provide honoraria to users to whom interactive presentations have been presented.
4. The system of Claim 3, wherein the honorarium module is further configured to provide honoraria only to selected users to whom interactive presentations have been presented.
- 15 5. The system of Claim 3, wherein the honorarium module is configured to verify that a user has responded to questions presented in one of the interactive presentations before providing an honorarium.
6. The system of Claim 3, wherein the honorarium module is further configured to verify that a user has completed participation in one of the interactive presentations before providing an honorarium
- 20 7. The system of Claim 1, further comprising  
a reporting module configured to provide data related to users that have viewed presentations.
8. The system of Claim 7, wherein the data related to users that have viewed presentations comprise a number of users to which a presentation has been presented.
9. The system of Claim 7, wherein the data related to users that have viewed presentations comprise names of users to which a presentation has been presented.
- 25 10. The system of Claim 7, wherein the data related to users that have viewed presentations comprise responses by the users to the presentations.
11. A method for providing information related to pharmaceuticals to physicians, the method comprising:  
(a) inviting a user to access a system configured to provide the information related to pharmaceuticals;  
(b) through the system, authenticating that the user is a physician;  
30 (c) through the system, presenting information related to a pharmaceutical to the user;  
(d) through the system, prompting the user to provide input confirming the user's comprehension of at least a portion of the presented information; and  
(e) through the system, receiving input provided by the user in response to (d).
12. The method of Claim 11, further comprising  
35 through the system, providing an honorarium to the user in response to at least (e).
13. The method of Claim 12, wherein the honorarium is a credit that can be redeemed at an on-line vendor.
14. The method of Claim 12, wherein the honorarium is provided only to targeted users.
15. The method of Claim 11, further comprising  
receiving value from a pharmaceutical company in exchange for performing at least (b), (c), (d), and (e).
- 40 16. The method of Claim 11, further comprising  
performing (a), (b), (c), (d), and (e) with respect to a plurality of users; and  
accumulating input provided by the plurality of users in response to (e).

17. The method of Claim 16, further comprising  
maintaining statistics relating to accumulated input provided by the plurality of users.
18. The method of Claim 17, further comprising  
providing the statistics to at least one pharmaceutical company.

- 5 19. A method comprising hosting interactive presentations related to prescription pharmaceuticals, accumulating user responses to the interactive presentations, presenting data related to accumulated user responses to drug companies sponsoring the interactive presentations, and providing honoraria to users in exchange for participation in the interactive presentations.